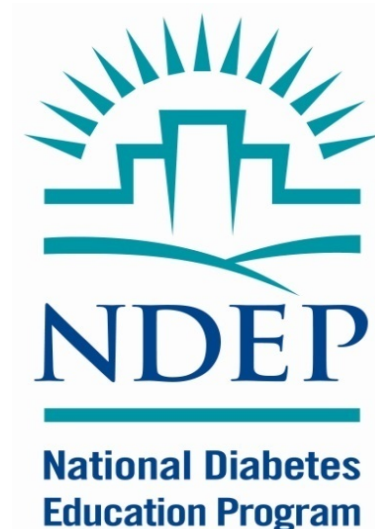


April 5, 2011

# NDEP Partner Promotions Call

**Tuesday, April 5  
2 – 3 PM ET**



**National Diabetes Education Program**  
**[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) • 1-888-693-NDEP**  
*A joint program of NIH and CDC*



## Today's Agenda

- 1<sup>st</sup> Quarter Highlights
  - American Diabetes Association Alert Day<sup>(SM)</sup>
  - Partner Promotions - Updated *School Guide*
- 2<sup>nd</sup> Quarter Promotions (April – June)
- Special Guest Anita Manning: Working with the Media
- NDEP Year-Round Promotional Activities
- Questions/Comments



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# 1<sup>st</sup> Quarter Highlights



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April 5, 2011

# NDEP and Partner Outreach Around Diabetes Alert Day

- NIH Radio Interview with Dr. Rodgers
- Spanish feature segment with Dr. Malozowski



More than 85 million impressions to date!

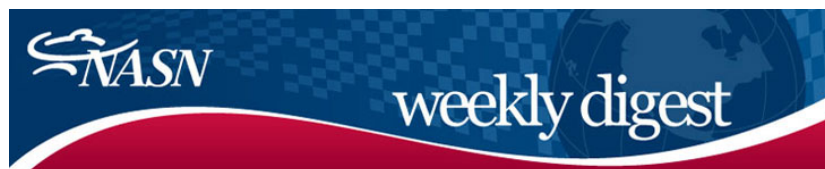
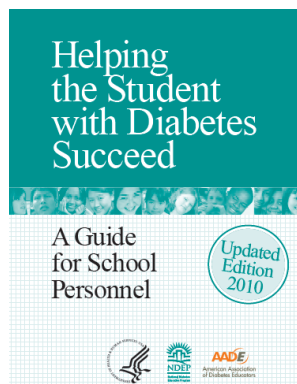


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April 5, 2011

# NDEP Partners Promote Updated School Guide



**NDEP** Natl Diabetes Ed

Do you know a student with [#diabetes](#)? Make sure they know about this guide: <http://bit.ly/i81Yeb>

4 Mar ☆ Favorite ↶ Reply 🗑 Delete

- **Save the Date--June 24, 2011:**
  - The National Association of School Nurses and the Ohio Diabetes Prevention and Control Program and the School and Adolescent Health-School Nursing Program will present Helping Administer to the Needs of the Student with Diabetes in School (H.A.N.D.S.) training. H.A.N.D.S. equips the school nurse with current diabetes knowledge, and provides tools and resources to facilitate effective diabetes management for students at school.
- **NDEP School Guide:** Available now from the National Diabetes Education Program--download or order your copy.



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# 2<sup>nd</sup> Quarter Promotions (April – June)



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## Theme: Make a Plan to Manage Your Diabetes

- **April:**
  - Minority Health Month
  - Foot Health Awareness Month
- **May:**
  - Mother's Day/National Women's Health Week
  - Healthy Vision Month
  - Older Americans Month
  - Asian-Pacific American Heritage Month
- **June:**
  - Men's Health Week
  - Summer travel/vacation – make a plan with diabetes



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April 5, 2011

# NDEP Offerings for 2<sup>nd</sup> Quarter – and Beyond!



NDEP 2011 Outreach and Promotion: At-A-Glance

## QUARTER 2 – APRIL, MAY, AND JUNE

**Theme:** Make a plan to manage your diabetes  
**Goal:** To increase awareness among people with diabetes about the seriousness of their disease, that complications can be prevented, and that managing diabetes can be easier if they set goals and make a plan, and how to make a plan  
**Target audiences:** People with diabetes, including minority ethnic groups and older adults, and health care professionals  
**NDEP campaign:** *Control Your Diabetes. For Life.*  
**NDEP's call to action:** For more information, call 888-693-NDEP or visit [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org)  
**NDEP talking points:**

- Take your diabetes seriously.
- It's easier to manage your diabetes if you set goals and make a plan.
- Managing your diabetes may not be easy, but it's worth it.

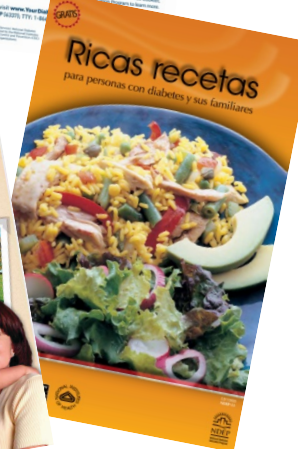
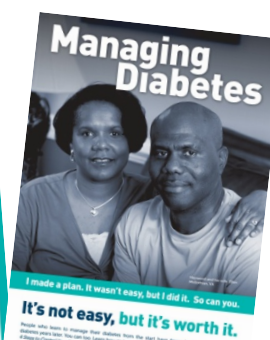
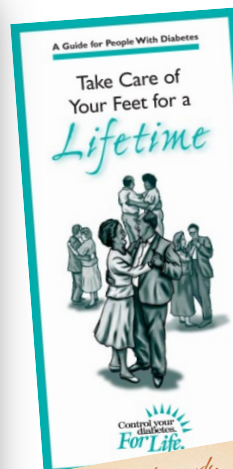
### Highlights of some of NDEP's promotional and outreach activities during the 2<sup>nd</sup> quarter:

- Distribution of "Five Things Your Family Should Know About Your Diabetes" matte article; tie in behavior change tips and SBCR tools for disease management
- Coordination of an NIH Radio interview in English and Spanish to discuss "How to Support a Loved One with Diabetes" and tie in behavior change tips on stress and coping as it relates to caregivers
- Coordination of radio media tour to discuss "The Prevalence of Type 2 Diabetes in Minority Populations" to reach ethnic/minority listeners
- Promotion of NDEP post-GDM diabetes risk messages around Mother's Day (May 8) and National Women's Health Week (observed May 8-14, 2011)
- Promotion of NDEP messages to support diabetes and men's health issues around Father's Day (June 19) and National Men's Health Week (June 13-19, 2011)
- Promotion of NDEP messages and resources around diabetes and older adults in observance of Older Americans Month (observed in May)
- Launch and promotion of NDEP's Support for Behavior Change Resource (SBCR), an online library of resources for living well with diabetes
- Utilization of social media via NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels to support NDEP messaging (as appropriate) throughout the quarter
- Look for NDEP's exhibit at the following conferences: CDC/DDT – April 11-14; AAACE – April 13-17; SOPHE & National Association of Chronic Disease Directors – May 1-4; AAPA – May 31-June 5; AANP – June 22-26; ADA – June 24-28
- At the CDC/DDT conference, there will be a Symposium on NDEP's Support for Behavior Change Resource (SBCR) entitled, "Using an Online Library of Resources to Support Behavior Change," April 13
- Conferences and meetings to be promoted via the web and social media as appropriate

### Here's how you can help extend NDEP and your organization's reach during the 2<sup>nd</sup> quarter:

- Post the feature article "Five Things Your Family Should Know About Your Diabetes" to your organization's website, distribute via your listserv, place in your newsletter, or use social media to post messages to [Facebook](#) and [Twitter](#).
- Use some or all of the NDEP materials/offerings developed in support of National Women's Health Week.

Updated March 2011



**Have Diabetes. Will Travel.**  
 By the National Diabetes Education Program



Heading out on a road trip? Lacking your travel kit? Off on an important business trip? Whenever you travel, your diabetes comes along with you. And while having diabetes shouldn't stop you from traveling or where you will have to do some careful planning. Here are some helpful diabetes travel tips from the National Diabetes Education Program.

**Plan ahead. Make sure you:**

- Get all your immunizations. Find out what's required for where you're going, and make sure you get the right shots, on time.
- Control your ABCs: A1C, Blood pressure, and Cholesterol. See your health care provider for a check-up four to six weeks before your trip to make sure your ABCs are under control and in a healthy range before you leave.
- Ask your health care provider for a prescription and a letter explaining your diabetes medications, supplies, and any allergies. Carry this with you at all times on your trip. The prescription should be for insulin or diabetes medications and could help in case of an emergency.
- Wear identification that explains you have diabetes. The identification should be written in the language of the places you are visiting.
- Plan for some extra changes. Make sure you'll always know when to take your diabetes medicine, no matter where you are. Remember, eastward travel means a shorter day. If your sugar levels, one step to be needed. Westward travel means a longer day, so more insulin may be needed.
- Find out how long the flight will be and whether meals will be served. However, you should always carry enough food to cover the entire flight time in case of delays or unexpected schedule changes.



**FOR IMMEDIATE RELEASE:** [Download Here](#)  
[Press Organization Contact List](#)  
 Contact: [Dianna Pineda-Nelson, Esq.](#)

### Managing Diabetes: It's Not Easy, But It's Worth It

People Can Have Lasting Benefits From Early Diabetes Control

**ICM: (State) – (Organization name)** has good news about diabetes. People who keep their blood glucose as close to normal as possible in the early years after they are diagnosed with diabetes have fewer problems with their eyes, nerves, and kidneys, and fewer heart attacks later in life. **(Organization)** has partnered with the National Diabetes Education Program (NDEP) for National Diabetes Awareness Month in November.

**Twitter quote as desired:** "This is important news for people affected by diabetes," said **( spokesperson of (Organization name) )** "Diabetes is a serious disease. Managing the disease is not easy, but the benefits are worth the effort. People need to work to keep their blood glucose as close to normal as is safe for them, what is called their target range, to reduce their chance of serious health problems."

Most people, especially those who have just been diagnosed, should aim for an A1C less than 7. Everyone's target range is different, so people with diabetes should talk with their health care team about what blood glucose targets are safe. Those who have had diabetes for a long time, other health problems, or problems with low blood sugar may have an A1C target higher than 7. Also, keeping blood pressure and cholesterol under control can lower risk for heart attacks and other diabetes complications.

Making a plan can be the first step to managing diabetes. People should pick things they want to do and be realistic. For example, a plan focused on making better food choices might be to skip second helpings, drink water rather than soda or fruit juice, choose fruits or vegetables as a snack, and make an appointment to see a dietitian. People should ask others for help with their plan.

**Don't let information about any outreach or event your organization is conducting to promote National Diabetes Awareness Month or any resources or information your organization would like to promote.** The November National Diabetes Awareness campaign from NDEP features a print public service announcement and poster series of people from around the country living with diabetes who reflect diversity in ethnicity and age.

More information about managing diabetes can be found at [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) or by calling 1-888-693-NDEP (6377), TTY: 1-866-669-1162.

**(Organization) distributes with phone number and website.**

The U.S. Department of Health and Human Services' National Diabetes Education Program (NDEP) is jointly sponsored by the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC) with the support of more than 200 partner organizations.



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## Keep Using the RTH Toolkit in Spanish!

- Look for introductory Webinars
  - ✓ Sign up
    - DATES:  
Wednesday, April 27  
Tuesday, May 17
    - TIME: 3:00 p.m. (ET); 12:00 p.m. (PT)
  - ✓ Register [tiny.cc/nyfo5](http://tiny.cc/nyfo5)
  - ✓ Invite others



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# Special Guest Anita Manning: Working with the Media



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# Working with the media

(it's easier than you think!)





# What journalists need

- Accurate, unbiased information
- Reliable sources
- “Real people” to tell the story
- A great narrative
- A public health message
- A clear explanation of scientific information

# Media landscape

- Reduction in staff at papers, TV and radio stations means fewer reporters covering more news beats
- Fewer reporters who are familiar with topics related to health care and science.
- New media – bloggers, Facebook, YouTube and Twitter
- Reporters are swamped and many are under pressure to produce breaking news

# Why journalists need YOU

- You are a trusted source of unbiased information
- You have your finger on the pulse of diabetes issues, programs, successes and problems that need attention in your community
- You can show how local issues relate to national ones
- You have access to local experts and to people living with diabetes in your community



# Getting your message out



- Create a media strategy plan/editorial calendar
- Write press releases, event listings
- Follow up with email and/or phone contact
- Know your local media – who covers health issues?  
Who handles op-ed pieces?
- Have a media day or press event – put faces to names
- Feed the beast – journalists need good stories

# Making friends with media

- Be honest. If you don't know an answer, say so.
- Keep a list of local expert sources – medical, academic, patient – to whom you can refer a journalist
- Use NDEP (and CDC/NIH) materials and offer them as backgrounders and explainers
- Stay in touch – offer ideas for news stories and trends. If news breaks nationally, think how it can be localized.

# NDEP Year-Round Promotional Activities



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# Reminder: NDEP's Outreach and Promotions Year-Round Resources for Partners

The screenshot shows the NDEP website interface. At the top, it identifies the U.S. Department of Health and Human Services and the National Diabetes Education Program (NDEP), a partnership of the National Institutes of Health, the Centers for Disease Control and Prevention, and over 200 public and private organizations. The main navigation bar includes links to Home, Publications, Resources, Diabetes Facts, and Press. A secondary navigation bar offers options like 'I Have Diabetes', 'Am I at Risk?', and 'Partners & Community Organizations'. The 'Partners & Community Organizations' section is highlighted, featuring a sidebar with 'In This Section' links and a main content area with the heading 'Partners & Community Organizations'. This section describes NDEP's success through its extensive partnership network and provides links to 'Working with the Media' resources, including the 'NDEP 2011 Outreach and Promotion Plan: At-a-Glance' and the 'NDEP Promotional Toolkit for Partners'. A 'NDEP NEWS & NOTES' section is also visible, featuring a thumbnail of the NDEP newsletter.

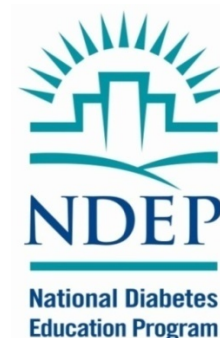


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# Thank You!

- PowerPoint slides from this call will be posted online
  - Share with colleagues
- Your feedback is important
  - SurveyMonkey
- Questions/Comments



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